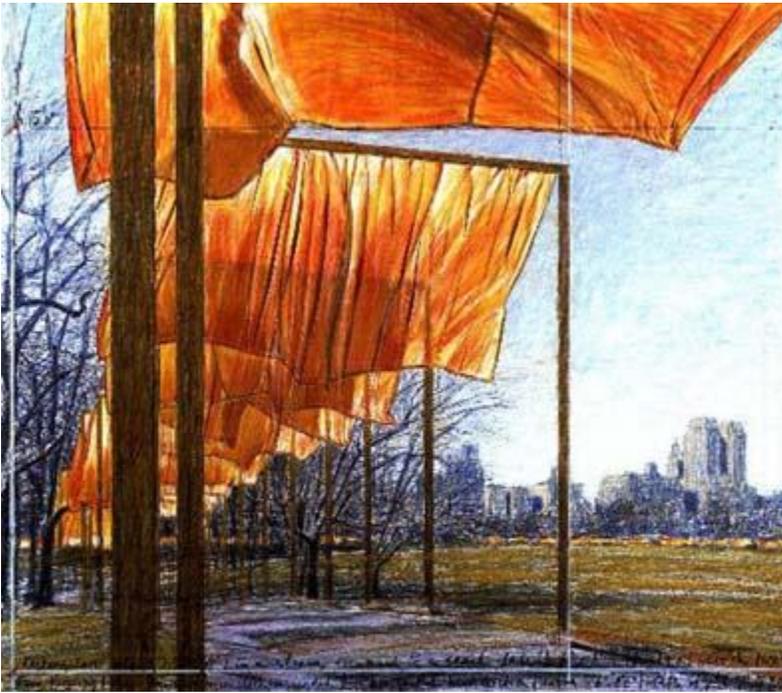


2011

COMMUNITY ART PROJECT



BROOKFIELD BEAUTIFICATION COMMITTEE

JANUARY 2011

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BROOKFIELD BEAUTIFICATION COMMITTEE
COMMUNITY ART PROJECT
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PHASE I – PRELIMINARY RESEARCH

Benefits of Community Art Projects

Area Community Art Programs

Baseline Analysis of Brookfield's Current Public Art and Potential Placement

Community Partnerships

Funding/Resources for Community Art Projects

PHASE II – PROJECT SCOPE AND DEVELOPMENT

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Project Placement and Art Medium

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PHASE III – MARKETING AND IMPLEMENTATION

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Resource Development – apply for funding

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EXECUTIVE SUMMARY

PHASE II – PROJECT SCOPE AND DEVELOPMENT

OVERVIEW

The Brookfield Beautification Committee (BBC) completed Phase I – Preliminary Research of the proposed Community Art Program in July 2010. This report completes the second phase of the initiative – Project Scope and Development. The Committee has put forth a proposed Comprehensive Plan for Brookfield’s Community Art Program.

In developing this plan, the BBC conducted the following:

- Review of Brookfield’s 2020 Master Plan
- Physical tour of Brookfield’s Commercial, Residential, and Public and Open Space sectors
- Preliminary meetings with local stakeholders
- Discussions with local artists regarding brand development and public art installation

BRAND DEVELOPMENT

A central element in developing a cohesive, consistently designed community art program is the incorporation of a timeless and identifiable brand throughout the Village where public art is installed. This brand, or logo, would be placed on banners, pedestals, signage, or other appropriate structure taking care not to obstruct the art itself. The brand would, however, readily identify the area as part of Brookfield’s Community Art Program.

PROJECT PLACEMENT AND ART MEDIUM

The goal in determining public art placement and type of medium was to provide an aesthetic that is consistent with the quaint, historic, and friendly character of the Village of Brookfield. In analyzing the various sectors for public art placement, general beautification initiatives were also considered. These initiatives included landscaping, signage, street furniture, and identification features such as gateways in addition to the actual artwork. Design guidelines were developed as follows:

- Improve streetscape with consistent design of lighting, street furniture, and landscaping to enhance pedestrian friendly character
- Utilize banners, signage and branding to identify boundaries
- Install statues or monuments to highlight special districts and provide photo opportunities
- Install murals and mosaics in areas needing improvement
- Install plaques with prose or poetry that tells a story of Brookfield's history, conservation, and other information
- Include residents in the design and installation of the artwork to enhance sense of community pride

PRIORITIZATION OF PROJECTS

Several detailed plans for community art installations have been developed in each of the three sectors: Commercial districts, Residential areas, and Public and Open Spaces. Illustrations of these proposed plans are presented in the body of the plan. In determining the priority for initial installation of projects, the BBC considered the following primary criteria:

- High visibility for residents and travelers through the area
- Level of need for improvement for the area
- Current/planned projects by the Village or other entities
- Funding/resource availability

The projects have been prioritized as follows, but are subject to change due to funding or other unforeseen factors:

- 31st Street Triangle
- Grand Prairie Business District – “Taxi Cab Stand”
- Eight Corners Business District – “City Park”
- Hollywood Train Stop
- Ehlert Park

NEXT STEPS

The next steps in the Community Art Project will be Phase III – Marketing and Implementation. This step will focus on meeting with other community groups and stakeholders in refining the Comprehensive Plan; meeting with local artists; reaching out to the community at large; and applying for funds.

PHASE II – PROJECT SCOPE AND DEVELOPMENT

DEVELOPMENT PROCESS

The Brookfield Beautification Committee (BBC) proposed the establishment of a Community Art Program in July 2010. Over the last few months, the committee has focused on the second phase of the process – Project Scope and Development.

Research on other local and national public art programs demonstrated the need for a cohesive design strategy. When art is brought into a community or public space, it is critical to be cognizant of that community's history, style, and aesthetic. With this in mind, the committee felt that the best course of action was to develop a Comprehensive Plan for Public Art in Brookfield. Recognizing that the installation of art, due to financial and other considerations, would not occur all at once, a master plan would provide the necessary continuity in design and placement.

The process for developing the Comprehensive Plan for Brookfield's Community Art Project included the following:

- Review of Brookfield's 2020 plan to ensure consistency and coordination regarding design guidelines, as well as the 2008 Jaycee Ehlert Park Plan
- Physical tour of Brookfield's Commercial, Residential, and Public and Open Space for potential art placement
- Preliminary meetings with the local stakeholders for potential public art funding and installation including Brookfield's Village Manager and Assistant Village Manager, Brookfield Zoo's Interpretive Programs Manager and staff, and the Director of the Brookfield Public Library. These three entities will be critical in the first phase of funding and implementation of the program.

- Discussions with local artists regarding brand development, community participation in public art, as well as installation issues. These artists approached the BBC and offered to help in this process. A call to local artists will occur during the implementation phase of the project.

BROOKFIELD'S 2020 MASTER PLAN AND JAYCEE EHLERT PARK PLAN

Brookfield's 2020 Master Plan, which was completed in 2004, provided a great deal of information regarding how residents envisioned the Village in regard to image, design, and identity in the year 2020. This vision emphasized a vibrant and pedestrian friendly environment. One in which "new streetscaping, street furniture, signage, public art, and gathering spaces help to create attractive and unique destinations. The improvements have resulted in a quaint and attractive retail district which provides an ideal pedestrian environment that draws on the rich history and character of the community."

The 2020 plan also provided specific information on the type of improvements that would lend to this environment. An image preference survey of Brookfield residents was included in the plan which provided valuable feedback in regard to, not only the desired general character of neighborhoods, but specific elements in streetscape design that were appealing. These preferences were considered in the design elements of the BBC's Comprehensive Plan for Community Art.

In addition, the plan for Jaycee Ehlert Park was reviewed. Proposed art installations were incorporated into the planned redesign of the park. An important consideration included the timing and phasing of the projects; therefore, movable, or transportable art, was proposed to accommodate the reconstruction.

BASELINE ASSESSMENT OF BROOKFIELD PUBLIC ART PLACEMENT

With this information in mind, the BBC conducted a physical tour of the Village, focusing on three sectors of the community: Commercial Districts, Public and Open Spaces, and Residential Spaces. The objective was to determine the following:

- Areas in need of beautification
- Current artwork assessment
- Existing structures for potential art installation
- Available open space for free standing art
- Existing and potential paths to points of interest

In analyzing these sectors for public art placement, general beautification initiatives were also considered. An installation plan was developed for each sector which included landscaping, signage, street furniture, and identification features such as gateways in addition to the actual artwork.

Recognizing that each sector has its own unique character, it was determined that the plans should all have common elements to provide a sense of cohesion and design continuity. In addition there should be an identifiable brand, or logo, throughout each sector.

MEETINGS WITH MAJOR STAKEHOLDERS

In August 2010, BBC committee members met with Andre Copeland, Director of Interpretive Programs and other members of his department to discuss the Community Art Program and the potential for coordination and funding with the Zoo. A number of opportunities were discussed focusing on artwork and wayfinding signage at the Hollywood Station (Zoo Stop), as well as other funding opportunities through the Zoo's Community Outreach Program. Follow-up meetings will be held to further refine the coordination, particularly in regard to the Zoo's budget cycle.

The Brookfield Public Library Director, Kim Litland, has also been a valuable resource in regard to funding the project through their Language of Conservation program. This program would provide resources for many of the plaques and banners being proposed throughout the plan.

In addition, BBC staff met with Brookfield's Village Manager, Rick Ginex and Assistant Manager, Keith Sbiral to ensure coordination regarding federal and state funding opportunities, property and code regulations, maintenance and other related issues.

Meetings with these stakeholders will be ongoing. Future meetings are also planned with various business and community organizations.

DISCUSSIONS WITH LOCAL ARTISTS

Brookfield is very fortunate to have many talented artists who are also interested in supporting our community. The BBC was approached by two local artists, Sonata Kazimieraitiene and Pat Rankin, who are interested in helping the community in this process. Sonata has an extensive background in designing and installing community art. She designed and facilitated the community art sculpture installed at Hollywood School earlier this year. She was able to provide the committee with a great deal of information regarding the process of involving community members in the process, as well as information on installation and maintenance issues with various types of art medium. This information built upon the guidance provided to us by Rick and Becky Cortez in our early research regarding public art. The committee also met with local artist, Pat Rankin, whose artwork is known internationally. Mr. Rankin agreed to work with the committee on a pro bono basis to develop a logo for the Community Art Project. Mr. Rankin has begun the design process and the BBC will present the selected design to the Village Board for final approval.

SCOPE AND DEVELOPMENT

The Scope of the Project focuses on three main components:

- Brand Development
- Project Placement and Art Medium
- Prioritization of Projects

BRAND DEVELOPMENT

As discussed in Phase I – “Preliminary Research Findings” of this report, there are many benefits to public art. Not only does public art provide an aesthetic appeal to a community, but it also helps to define and identify the community. A major component of developing our public art program was to focus on a timeless and identifiable brand to be incorporated in all of the areas in which community art is installed.

This brand would be placed on banners, pedestals, signage or other appropriate structure. As you enter a sector of the Village, it would be immediately recognizable that “This is Brookfield and This is Our Community Art”.

Our focus was to develop a logo, or visual representation, rather than a slogan so that the brand could easily be incorporated into art installations without obstructing the art itself. The committee had conducted initial research into the type of logo and color palette that it deemed appropriate. As mentioned previously, local artist, Pat Rankin has volunteered his services in developing such a logo. The BBC is in the process of working with Mr. Rankin at this time.

PROJECT PLACEMENT AND ART MEDIUM

The goal in determining public art placement and type of medium was to provide an aesthetic that is consistent with the quaint, historic, and friendly character of the Village of Brookfield. The following guidelines were used in determining the location of public art throughout the Village:

- High visibility for both residents and travelers to the community
- Level of need for improvement for the area
- Funding and resource availability
- Current/planned projects by the Village or other entities

The objectives included:

- Improve streetscape with consistent design of lighting, street furniture, and landscaping to enhance pedestrian friendly character
- Utilize banners, signage and branding to identify boundaries
- Install statues or monuments to highlight special districts and provide photo opportunities
- Install murals and mosaics in areas needing improvement
- Install plaques with prose or poetry that tells a story of Brookfield's history, conservation, and other information
- Include residents in the design and installation of the artwork to enhance sense of community pride

The following recommendations are to be considered as general design guidelines for each area. While specific design details and, perhaps even medium, may change per the vision of the artist, the theme and character of the area and the art should remain consistent with the Comprehensive Plan.

Commercial Districts

The following assessment for Community Art potential in Brookfield's commercial area focuses on five primary locations: Eight Corners, Grand/Prairie Business District, the Hollywood Station (Zoo Stop), Congress Park Station, and Ogden Ave./31st St. corridors. Recognizing each area has its own unique flavor and theme, they will all be tied together through a common graphic or brand. There will also be common elements of art such as banners, artist rendered benches, verses on planters and pedestals, statues for photo opportunities, etc. to represent a cohesive design strategy.

Area 1: Eight Corners/Broadway Medians/Maple Avenue/Grand Boulevard

Concept/Theme: The Veteran's Memorial Fountain is the central focus of the Eight Corners Commercial District. The proposed community art should reflect the theme of honoring our veterans as well as incorporating the graphics that will represent Brookfield Village throughout all of the community art areas in the Village. This commercial district would immediately be identified by the Veteran's Theme.

1 – Veteran's Memorial Circle – Central to this location is the fountain. Currently, the scale of the fountain does not provide the grand entrance statement that needs to be made. The fountain in LaGrange is an appropriate size for this location.

Currently, there are four pedestals on the circle. This lends itself to represent the four branches of the military (army, navy, air force, marines). Plaques with appropriate verse could be added to these pedestals. In addition, movable planters with the Brookfield graphic, could be placed on top of the pedestals with seasonal plantings. At Christmas, four smaller trees could be placed on top of the pedestals as a replacement for the large tree that has historically been placed in the center of the circle.

2 – Broadway/Washington Triangle – This area provides a wonderful opportunity for a City Park concept complete with artist rendered benches, planters and pedestals, chess tables, interactive children's areas, as well as a mural to be painted along the wall of Sparkle Cleaners. The mural could be anything from a

trompe l'oeil of a beautiful garden scene, or a scene that continues the prairie theme or some other element of Brookfield history (encourage this as a destination photo similar to the lions at Brookfield Zoo). First National Bank of Brookfield owns this parcel and are amenable to discussions regarding land use. This project will also be a wonderful opportunity to involve the S.E. Gross Middle School students to assist in the design and installation of artwork.

3 - Medians on Broadway from Park to Madison – There are nine light poles with banner rods on each side of the circle. These represent an opportunity to create verses on each banner that tell a story leading to the circle. The flags that are currently on the poles are consistent with the Veterans theme. Continue to plant flowers in hanging baskets.

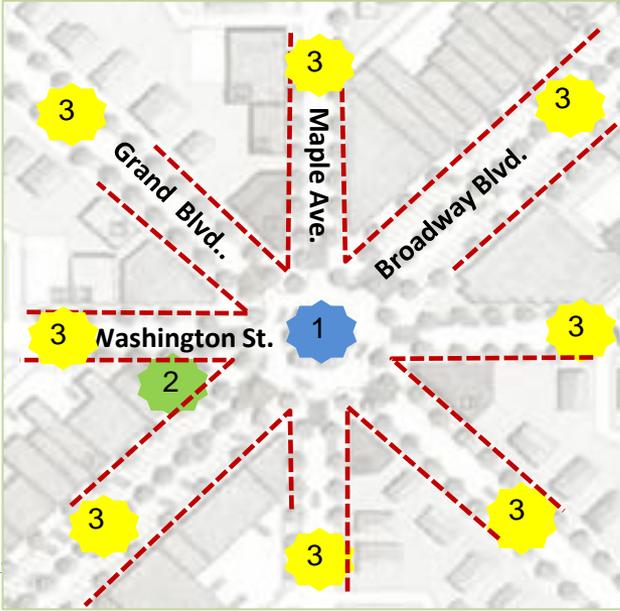
On the sidewalks on either side of the medians present an opportunity for consistent planters. In addition, it is important for the trees and grillwork to be maintained. For those trees that have died, it is important that they be replaced with native trees that will thrive in this environment and are also not a type of tree that produces berries and creates staining on sidewalks such as the Callery Pear that is currently planted at this location.

At the end of the medians by the circle, planters or pedestals with the Brookfield graphic could be placed on either side of the benches which would have a practical as well as aesthetic application to help deter skateboarders from riding over the benches. Street lights, furniture, trash receptacles and bike racks should be uniform in design.

4 – Maple and Grand Avenues – the commercial areas extend about one block along these avenues. Replacing the current asphalt with grass and plantings that emulate the area around First National Bank would provide a cohesive aesthetic and entrance to the area. There is also an opportunity to install banners with verse similar to those proposed along the Broadway medians.

See Illustration C1 on the following page.

Illustration C1 - Eight Corners Business District



2 City Park

- Trompe l’oeil Mural
- Benches/Planters/Logo
- Chess Tables
- Children’s Interaction Areas



1 Fountain

- Replace Fountain
- Seasonal Planters on Pedestals
- Memorial Plaques on Pedestals
- Plantings



3 Banners along Corridors

- 9 banners on each side of Broadway that tell a story/logo
- 4 seasonal banners on remaining streets with logo



Sidewalk Treatments

- Replace Asphalt with Pavers & Plantings – consistent with Brookfield Bank



Area 2: Grand/Prairie Business District

Concept/Theme: The members of this business district have already developed graphics that are consistent with the theme of Brookfield's rich history. There is an opportunity to expand this motif to focus not only on the historic train station, but through images of the prairie and bison theme.

1 – 8921 Brookfield Ave/Fairview Triangle – as with the triangle property at Eight Corners, ownership of this parcel needs to be determined. This spot should be considered as a high priority for community art in regard to its visibility to travelers on the train. This property could be developed into a lovely park that represents the rich history of the prairie/bison theme. Similar to the triangle at eight corners, there is an opportunity to install artist rendered benches and planters; chess tables; plaques with poetry; and pedestals with the Brookfield graphic, and a kinetic (or motion) sculpture. This would also serve as a photo opportunity.

2 – Streetscape – There are opportunities to define the Grand/Prairie Business District by installing banners on the light poles that highlight the area's theme of prairie/bison/train . Uniformly designed lighting, street furniture, trash receptacles, and bike racks should be installed. These elements should reflect the 1890's history of this area. It is also critical that the trees that have died should be replaced with appropriate native trees that will thrive and be easily maintained. In addition to planting easily maintained flowers in the hanging baskets, speakers could also be installed so that residents could stroll along the shops and restaurants to the sound of classical or other music. There is also an area between 3735 and 3739 Grand for public art. The district could further be enhanced by placing movable canvas paintings to serve as window screenings in those buildings that are currently vacant. Existing business should be encouraged by the Village to maintain storefronts and sidewalk areas.

3 – Train Station Area– In such a high visibility location, it is important to show travelers the rich character of Brookfield through art, verse, graphics, and plantings. While the train station and shelter is the property of BNSF, the railroad has allowed other communities, such as Oak Park to install murals and conduct other beautification efforts. The BBC will hold discussions with BNSF regarding

the proposed initiatives. This includes installing banners with the Brookfield graphic; murals on the shelters; pedestals/planters with Brookfield graphic/slogan. It would be wonderful to emulate the original train station through similar plantings, benches, etc. In addition, a wayfinding sign should be installed that highlights areas of interest (downtown, Zoo, Salt Creek, Parks, etc.)

The area on Brookfield Ave. next to the shelter is known as the taxi cab stand. A mosaic statue with prairie plantings surrounding it would highlight the area's theme in this highly visible location. This project would also be a wonderful starting point for community art. Local residents could be involved in creating the mosaic at an event such as the annual art festival held on Grand Ave.

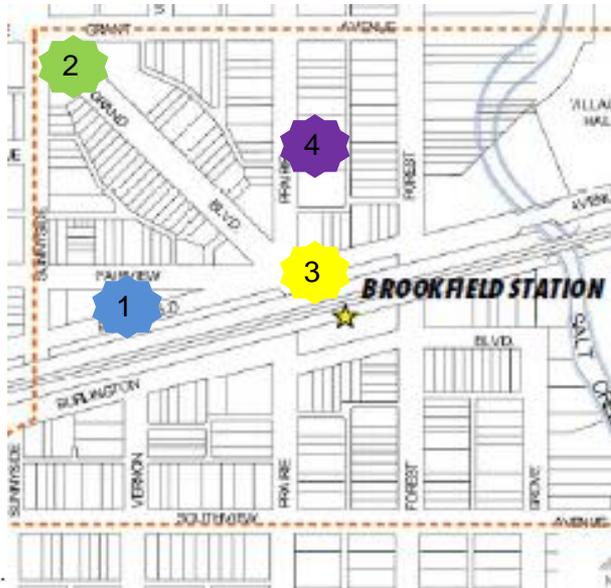
4 – Post Office – the Post Office is a wonderful testament to the history of Brookfield with the WPA murals inside the building. The concept here is to bring that art outside. By relocating the newspaper boxes, this area could be replaced with art, benches, poetry that reflects the murals inside. The prairie theme can be addressed by replacing the current bushes with prairie and native plantings. In addition, the post office signage could be redesigned to reflect the area style and history. All projects would need federal approval.

5 – Historical Society – Installation of a raised planting bed that says Welcome to Brookfield (Disney World concept) would provide great visibility for Metra travelers. The planting bed could be designed in stone rather than plant material for ease in maintenance.

6 – SW Corner of Burlington and Prairie – This area is highly visible from the trains. The signage for the strip center is not consistent with the character of the area. New signage, as well as prairie style landscaping should be installed at this site.

See Illustration C2 on the following page.

Illustration C2 - Grand Prairie Business District (1 of 2)



1 Fairview Triangle

- Kinetic (moving) sculpture
- Benches, chess tables, planters /plaques
- Lighting with banners/logo
- Chess tables/



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2 Streetscape

- Design uniformity lighting, furniture, bike racks etc.
- Install banners and hanging baskets/logo
- Replace trees/grates
- Install wall skin murals (images) in windows of vacant buildings
- General maintenance



3 Train Station Area

- Install community sculpture
- Design uniformity in benches, bike racks and landscaping
- Way finding sign
- Install pedestals/planters/logo
- Wall skin murals on shelter



4 Post Office

- Move historical (WPA) theme outside via murals
- Redesign landscape utilizing prairie plantings
- Redesign signage

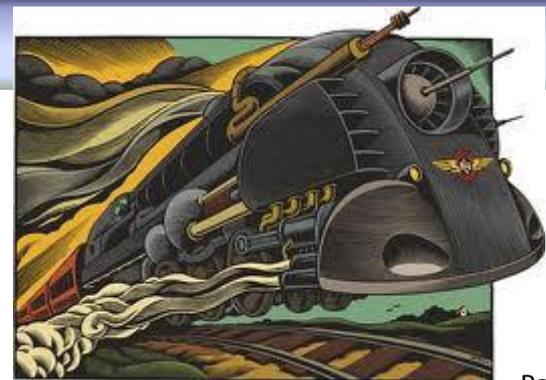
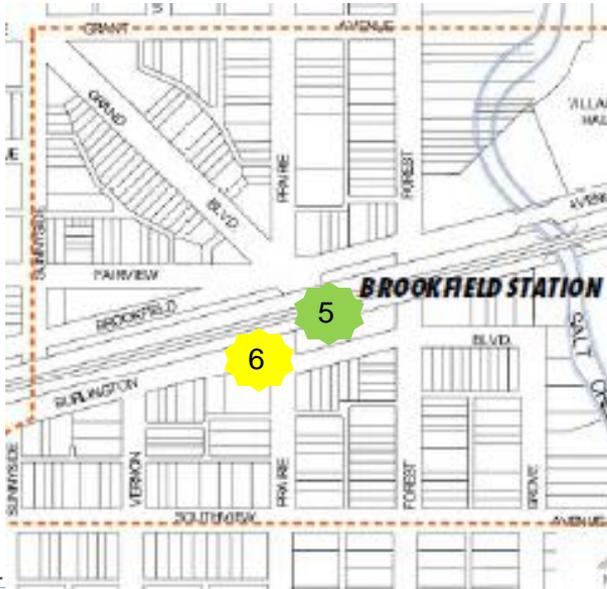


Illustration C2 - Grand Prairie Business District (2 of 2)



5 Historical Society

- Raised planting bed with welcome to Brookfield in stones



6 SW Corner of Burlington and Prairie

- Replace signage
- Install prairie landscaping



Area 3: Hollywood Station/Zoo Stop

Concept/Theme: Close collaboration with the Brookfield Zoo on its Language of Conservation theme is central to this area. This project could include the students at the Hollywood School.

1 – Dilapidated building on NW corner of Hollywood and Brookfield - Create bison or animal themed artwork to cover building (with approval from owners) to give direction to the zoo by following bison along the building – trim or windows

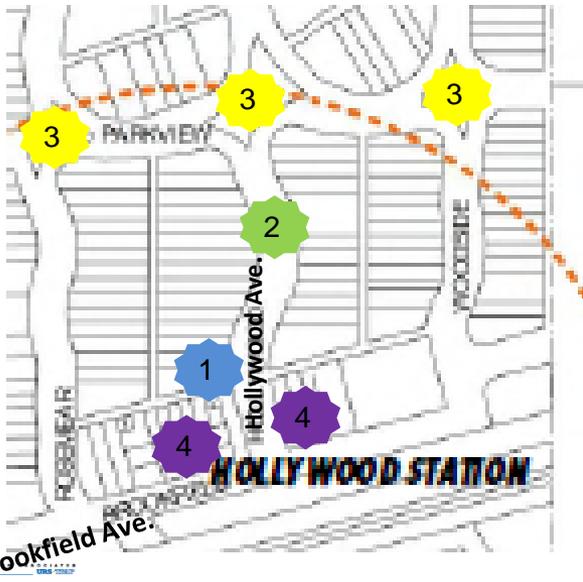
2 – Streetscape – General maintenance is required in this area; install lighting with banners; stencil animal tracks on the sidewalks creating a path to the Zoo.

3 – Motorway Islands – Install natural seating; install animal themed metal cutouts; placement of conservation and historical plaques on rocks

4 – Train Station -Install Bison or other animal statuary near the stop for a photo opportunity; refurbish lion statues; install historic and conservation plaques along refurbished railings; install wayfinding sign that shows various paths to the Zoo, downtown, Salt Creek and other points of interest

See Illustration C3 on following page.

Illustration C3 - Hollywood Station (Zoo Stop)



2 Streetscape

- Lighting / banners/logo
- Footpath markers
- Landscaping and Maintenance



3 Motorway Islands

- Animal themed sculpture
- Plaques on historic rocks
- Natural seating



1 NW Corner Building

- Bison murals along building front
- Tracks/path prints leading to zoo



4 Train Station (Metra)

- Refurbish lion statues
- Install animal themed statues
- Install way finding sign/logo
- Install conservation and village history plaques along refurbished railings



Area 4: Congress Park Station

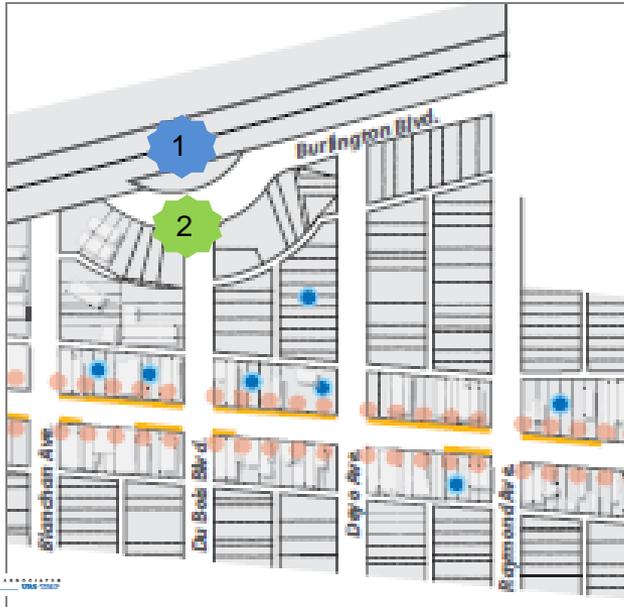
Concept/Theme: The Congress Park Station is the first metra station entered into Brookfield from the western suburbs. It is within the line of site of Brookfield's famous Dolphin water tower. This area's theme should incorporate an underwater theme complete with sea creatures and vibrant colors.

1 - Underpass – mosaic mural with dolphins and other sea animals with vibrant colors of the sea. The lighting should also be enhanced. Students and residents should be involved in the design and creation of the mosaic tiles.

2 – Streetscape – a water-themed sculpture should be installed in the grassy island along the track. In addition, lighting should be installed with banners and install ivy, vines or other type of landscaping to camouflage wall.

See Illustration C4 on the following page.

Illustration C4 - Congress Park Station



1 Entrance to Underpass

- Install mural with underwater theme in tunnel
- Enhance lighting
- Install ivy vines or other landscaping to camouflage walls



2 Streetscape

- Install sea animal sculpture
- Install lighting/banners/logo



Area 5: Ogden Avenue/31st Street

Concept/Theme: Ogden Avenue and 31st Street serve as the gateways to Brookfield. Ogden Avenue has been designated as a TIF (Tax Increment Financing) district and all plans for this area will be coordinated with the TIF plan.

1 – Streetscape – Banners with Brookfield graphic could be installed from Custer to East Avenue to define the Villages stretch of Ogden Ave and from Kemman to 1st Avenue on 31st Street. Identifying columns or towers could also be installed at Kemman, 1st Avenue, Custer and East Avenue along with consistent Brookfield Village Signage

2 – Replace asphalt with brickwork/trees/planters similar to other commercial districts

3 – Triangle at 31st/Grand – New signage is to be installed by the Village at this site. This is an opportunity to also install benches, planters and perhaps some type of statuary. This is a gateway into Brookfield and should be inviting and encourage travels to come into the Village.

See Illustration C5 on the following page.

Illustration C5 - Ogden Avenue/31st Street Corridors

1 Ogden Avenue

- Streetscape improvements - install banners and landscaping
- Install ironwork gateway arches



2 31st Street

- Streetscape improvements – install banners and landscaping
- Triangle – install signage, benches, statuary, and landscaping



Public and Open Spaces

This sector includes Brookfield Village Hall, Kiwanis, Ehlert, and Madlin Parks which are highly used public spaces within Brookfield. The themes of art installations should build on the history of Brookfield including concepts with an environmental focus such as trees, prairie grasslands and conservation, as well as inclusion of the brand or logo. A focus on trees and roots could also tell a positive story of Brookfield's strong focus on children and families.

Area 1: Village Hall

Background: Village Hall is a highly visited civic location within Brookfield. Residents and visitors come to Village Hall to pay bills, visit the police station, attend meetings and exercise classes, to participate in recreational events and fairs and to volunteer. The Farmers Market is also a local attraction that draws visitors to the parking lot.

Concept/Theme: The proposed community art installed at Village Hall should reflect our history alongside Salt Creek, with features of a Prairie (grassland) habitat including plant and animal depictions and symbolism. The proposed Village graphic should also be incorporated. Inspirational verses of poetry from well-known or local writers can also be included.

1 – Building Perimeter

Front garden – the garden directly in front of Village Hall is a prime location for artwork that could be incorporated into the landscape. Metal cutouts of prairie animals or glass flower sculptures would provide visual interest throughout the seasons. Figures made from moss would add an ephemeral quality as well. Mosaics or a mural could also be added to the concrete foundation as a backdrop to the garden.

Steps and porch – the current steps and porch is lacking in visual interest and could use something striking such as a sculpture on a pedestal with a plaque describing the piece that would have cultural significance to Brookfield. The existing planters on the porch could be transformed with mosaics or new planters could be added with benches in between with memorial plaques or plaques

recognizing contributors. Poetry or a slogan could be installed/painted on the step risers.

East and west sides of building– these areas are currently in very poor condition with trees and shrubs that require care and broken terra cotta stones that serve no purpose. General beautification is required in these areas. The west side could be opened up and provide more green space by moving the parking area next to the building. The green area would be a good location to place art that would reflect our commitment to the Farmer’s Market and local merchants. The east side could feature something to do with the police department and/or public safety. Both the east and west sides would be an ideal location for functioning rain barrels depicting scenes that reflect the events that take place in Brookfield and could be used to water new gardens, trees or shrubs planted there.

2 - Village of Brookfield sign - This area is a spot visible to motorists, pedestrians and the train and could be used as a focal point. The brick wall should be removed and replaced with more appropriate ironwork signage that is consistent with the new signage being installed throughout the Village. This area should also include improved lighting, statuary, and a seating area and improved landscaping.

3 - Creek Walk – a path could be created along the creek from grassy area west of the Village Hall down through Kiwanis Park. Placement of the path would be based upon flooding considerations. The path would include lighting, natural seating, landscaping and environmental/historical education plaques, and artwork.

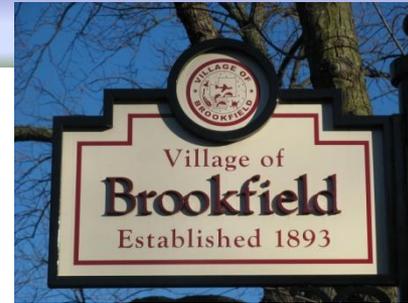
See Illustration P1 on the following page.

Illustration P1 - Village Hall



2 Village Sign/Wall

- Remove wall and install sign and landscaping/logo
- Install focal point statue
- Install historical marker/plaque
- Install seating area



3 Creek Walk

- Path along Salt Creek including natural seating, landscaping, lighting
- Install artwork and historical plaques, wayfinding signs



1 Building Area

- Front Garden – Install metal cutouts or glass art sculptures, foundation mural
- Porch Steps – Install mosaics and plaques on pedestals, poetry on risers
- West Side – shift parking to building; paths/plantings; rain barrels with Farmers Market theme
- East Side – rain barrels with public safety theme
- General maintenance and landscaping



Area 2: Kiwanis Park

Background: Kiwanis Park is a highly utilized public space within Brookfield. The park is home to two baseball fields with concession stands (G.A.V. and Roy Overholt Field), a pavilion, and a playground and band stage. The Liberty Bell historical marker, a maintenance building, paved pathways, landscaped berms, gardens and the Oak Savannah are also part of Kiwanis Park. Current artwork installed includes the mural painted on the Overholt field concession stand. Many different people use this space including children and families, little league (residents and visiting teams), conservationists, groups renting the pavilion, and people of all ages attending Recreation Department and Chamber of Commerce sponsored events.

Concept/Theme: The proposed community art installed in Kiwanis Park, similar to the art at Village Hall can reflect our history alongside Salt Creek, with features of a Prairie (grassland) habitat including plant and animal (such as wolves) depictions and symbolism. The proposed Village graphic should also be incorporated. Inspirational verses of poetry from well-known or local writers can also be included. The park should also include imagery that will appeal to the youth within the community since the park is highly utilized by this demographic.

1 – Pavilion/ Band Stage – The pavilion is in need of beautification. It is in need of some maintenance but there is an opportunity to add color and other forms of art. There is wall space to create scenes and add imagery giving the space more life and energy. A Tree of Life mural could be created where children and parents can design the leaves to be included on the tree. The fireplace inside the pavilion is a good opportunity for some artistic stonework and/or mosaics.

The band stage also requires some maintenance but there is an opportunity to add art to the gardens that flank the stage. This art could include moss art, metal cut outs or other features. There is also a wall behind the stage that could be used for a mural that features musicians. This would be an ideal project to involve Riverside Brookfield students from the school's mural program.

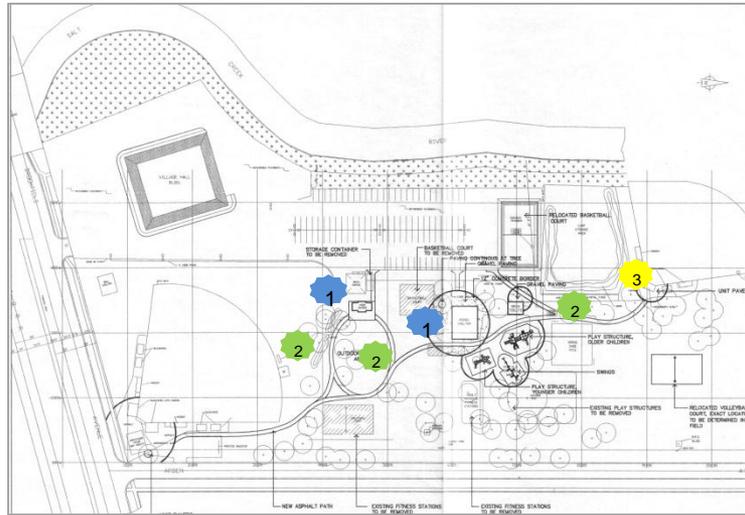
2- Pathways/Berms – there are currently paved and dirt paths that run throughout the park and the Oak Savannah. These paths should be consistent in

material type focusing on conservation principles. The Oak Savannah paths already have custom benches and signage. There is an opportunity to include posts of some kind with signage following the curved, paved path from Overholt field to G.A.V. field. The signage could include conservation information or feature poetry or something lyrical to lead the viewer from one location to the next. Theme could focus on trees since the park is known for its mature trees such as the oak. There is also an opportunity to include art on the berms east of the band stage and west of Overholt field.

3 - GAV field concession stand – there is an opportunity to put a mural here similar to the one at Overholt. Little League could be included in the creation of this mural.

See Illustration P2 on the following page.

Illustration P2 - Kiwanis Park



2 Pathways/Berms

- Uniform path material with conservation signage/logo
- Landscape berm
- Natural seating



3 GAV Concession Stand

- Little league mural



1 Pavilion/Band Stage

- Pavilion – artistic stonework; Tree of Life mural; general beautification
- Band stage – musician mural, gardens, stone sculptures, moss art



Area 3: Jaycee Ehlert Park

Background: Jaycee Ehlert Park provides an opportunity to explore the rich history of this community. In 2008, a master plan for the park was created. Phase I of the plan included a new accessible playground, spray pad, a large shelter, as well as relocation of the southwest baseball field to the northwest corner (consolidating the baseball fields in one central area) and creating open space for three soccer fields. Future improvements include relocating the tennis, basketball and volleyball courts to the south and shifting the west parking lot to accommodate a fourth baseball field.

Concept/Theme: The focus of the Village's master plan for the park is to renovate a deteriorating park making it safer and more user friendly. The BBC proposes to coordinate with this plan and make additional enhancements that reflect the history and beauty of the park.

1 – Ehlert Park Signage – Install signage or gateway markers that provide a grand identification of the park. This could include ironwork arches or towers with appropriate landscaping.

2 - Pathways/Focal Point – The central focus is to create paths throughout the park that lead into a central landmark area – the proposed family shelter or even a small fountain at this area or at Kesman Gardens. Each path will have a different theme such as natural history of the area, Native American history, rise of the Village, etc.

Replace existing blacktop paths with a more green material and redesign the paths to meander through the park leading to a central focal point such as the shelter. Each path will tell a different story (e.g., natural history of area, rise of Brookfield as a town, etc.) through plaques or banners. There should be design uniformity for lighting, trash receptacles, and bike racks. Artistically rendered benches along the path should be consistent with the theme of the designated path. Seating and pedestals with plaques will surround the fountain and highlight the story being told along each path.

3 - Bathroom and Dugout Walls – Install mosaic tiles on bathroom walls and murals on the walls of dugouts and backstops (murals may be installed on

removable boards to allow for transportability due to reconstruction and maintenance issues). This is an opportunity for a school art project by Lincoln and Congress Park students. The artwork could represent the community events that occur at the park(e.g., baseball, soccer and/or general park recreation themes, haunted house, santa arrival, etc.)

6 – Korean War Memorial – The Village plan calls for relocation of this memorial. This is an opportunity to ensure the installation of appropriate decorative fencing and pedestal/plaques around Korean memorial.

See Illustration P3 on the following page.

Illustration P3 - Ehlert Park



2 Pathways/Focal Point

- Replace/redesign paths ;include historical/themed plaques along path
- Install themed benches and consistent trash receptacles and bike racks
- Install fountain at centerpoint with seating and historical plaques/logo



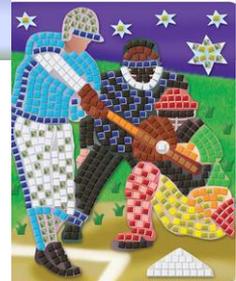
1 Signage/Gateway

- Install Iron work signage/arch at entrances



3 Restrooms and Dugout Walls

- Install mosaic tiles
- Install recreation mural



4 Korean Memorial

- Replace fencing
- Install pedestals/plaques

Area 4: Madlin Park

Concept/Theme: This area is used primarily by children and their families for soccer games, pick-up football, and by the students at S.E. Gross Middle School. Therefore, the emphasis should be playful and family friendly. School District 95 is the primary land owner for this parcel, therefore any projects will need to be developed in cooperation with the District.

1 – Seating and Amenities – Install artistic benches/seating along the perimeter of the park. The renderings on the benches could be designed by the students. Install interactive objects for climbing and seating for children. Install bike racks and additional trash receptacles that are consistently designed with the parks theme.

2 – Landscaping – Plant additional trees around the perimeter of the park; hang birdhouses from local merchants in trees.

See Illustration P4 on the following page.

Illustration P4 - Madlin Park



2 Landscaping

- Plant trees along perimeter of park
- Hang birdhouses and other art in trees



1 Seating and Amenities

- Install artist rendered benches, additional trash receptacles and bike racks



Residential Spaces

The following assessment for Community Art potential in Brookfield's residential area focuses on key areas visible to tourist or main transportation routes. Those areas include the medians on Lincoln, Monroe, and Congress Park, as well as the area around the Washington St. Bridge. The concept is that while each area has its own unique flavor and theme, they are all tied together through a common graphic or brand. There would also be common elements of art such as banners, artist rendered benches, verses on planters and pedestals, statues for photo opportunities, etc.

Area 1: Congress Park Median

- 1 -Entry – Install ironwork gateway arch at Eberly Ave across median
- 2 - Lighting – install lighting with banners along tree lines using colored glass or solar lighting
- 3 - Install benches, planters, and trash receptacles

Area 2: Monroe Ave. Median

- 1 - Install prairie or animal statues/metal cutouts leading to Zoo
- 2 – Hang bird feeders and other art in trees

Area 3: Lincoln Ave. Median

- 1 – Install metal cutout statues of children playing
- 2 – Hang bird feeders and other art in trees

Area 4: Washington Bridge

- 1 - Redevelop retaining wall system and install plantings and conservation plaques regarding the history of Salt Creek

See Illustration R1 on following page.

Illustration R1 - Residential – Medians, Islands, Bridge

1 Congress Park Median

- Install ironwork arches or towers
- Install benches, trash receptacles and solar lighting



2 Monroe Median

- Install animal themed metal cutout sculptures leading to the Zoo
- Hang bird feeders and other art in trees



3 Lincoln Median

- Install bird feeders and other hanging art in trees
- Install metal cutout statues of children playing



4 Washington St. Bridge

- Redevelop retaining wall
- Install plants/pedestals with conservation /Salt Creek history plaques



PRIORITIZATION OF PROJECTS

In determining the priority for initial installation of projects, the BBC considered the following criteria:

- High visibility for residents as well as travelers through the area
- Level of need for improvement for the area
- Current/planned projects by the Village or other entities
- Funding/resource availability

Three projects that meet these four criteria are:

- 1) 31st Street Triangle - high traffic routes on both 31st St. and Grand Blvd; current signage is deteriorating and landscaping needs improvement; Village plans on replacing sign; funds for sign have been approved and possibility of BBC resources and other community group funding for additional improvements.
- 2) Grand/Prairie Business District - “Train Station/Taxi Cab Stand” – high vehicle traffic on Grand, Prairie, and Brookfield, as well as visibility from passenger trains; shelter and train station are in disrepair; BNSF is currently working with the Village to replace shelter – opportune time to engage in dialogue for renovation of station similar to work done in many other communities; community involvement in creating the statue at the taxi cab stand can serve as a kick-off for Brookfield’s Community Art Program.
- 3) Jaycee Ehlert Park – park is used by many local and visiting teams for baseball and soccer in addition to family recreation; the park’s infrastructure is deteriorating; Village will be implementing Phase I of the master plan in the near future; opportunity to work with stakeholders for the park (Little League, AYSO, community groups, etc.) to raise funds for additional amenities.

The following two projects meet three of the four criteria. In addition, there has been positive dialogue with stakeholders regarding funding or other assistance in implementing the projects:

- 4) Hollywood Train Stop – high visibility from train as well as Zoo visitors; statues, commercial buildings, sidewalks, and landscaping are dilapidated; dialogue with Zoo and Library has indicated funding possibilities for this project
- 5) Eight Corners Business District – “City Park” - Maple and Grand are major thoroughfares of the Village; lot has been vacant and underutilized for years; positive dialogue with First National Bank of Brookfield for potential interest in the project.

The following projects of the Comprehensive Plan for Community Art will be implemented as funding opportunities allow:

- Grand Prairie Business District – Fairview Triangle
- Eight Corners Business District – Banners/Streetscape and Fountain
- Village Hall - Sign/Wall, West Side/Creek Walk, Porch
- Congress Park Station
- Ogden Ave. Corridor
- Monroe, Lincoln, and Congress Park Medians
- Madlin Park

NEXT STEPS

The next steps in the Community Art Project will be implementation of Phase III – Marketing and Implementation. This step will focus on meeting with other community groups and stakeholders in refining the Comprehensive Plan; meeting with local artists; reaching out to the community at large; and applying for funds.

The BBC will finalize the design of the logo process with Pat Rankin and submit the design to the Village Board for approval.

Meetings will be held with stakeholders regarding the priority projects including, but not limited to: Kiwanis Club, Builders Club, BNSF, Grand Prairie Business Development Group, Brookfield Chamber of Commerce, Jaycees, Brookfield Recreation Commission, Brookfield Little League, Congress Park and Lincoln Elementary School administrators, Brookfield National Bank, Brookfield Public Library, Brookfield Zoo.

In addition, meetings will also be held with groups such as the Conservation Commission, Cool Cities, Brookfield's Art League, Historical Society, and various youth and school groups.

An important next step in this process is our continuing effort in funding. The BBC will work with Village Staff in applying for federal and state funds, as well as pursue private grants and other fundraising opportunities. As projects come to fruition, we will reach out to our community of artists regarding design and implementation.